


Sexual Health Advice given on Popular Web-based Magazine Sites targeting Adolescent Women



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Introduction

- Adolescent women are at greater risk for contracting sexually transmitted infections (STIs; CDC, 2014).
- Sexual risk behaviors are the most common cause of transmission of STIs (CDC).
- One of the primary sources adolescents use for sexual health information is the World Wide Web (Kaiser Family Foundation, 2013).
- Little is known about the content available on popular websites specifically targeting adolescents.

Purpose

The purpose of this study was to examine the sexual advice posted on popular magazine web sites specifically targeting adolescent women.

Aims

The following research questions will be addressed in the larger study. Research Question 1 is presented here:

- What are the major themes of sexual health information presented on the web site?
- What is the specific types of content addressed?
- What are the ages of the adolescents seeking advice?
- What are the credentials of the individuals writing the content?
- What images are being displayed with the content?
- How accurate is the content being displayed?

References

Centers for Disease Control (2014). Reported STDs in the United States, 2013 National Data for Chlamydia, Gonorrhea, and Syphilis. Retrieved from: <http://www.cdc.gov/nchhstp/newsroom/docs/std-trends-508.pdf>. January 22, 2015.

Kaiser Family Foundation (2014). Sexual health of adolescents and young adults in the United States. Retrieved from <http://kff.org/womens-health-policy/fact-sheet/sexual-health-of-adolescents-and-young-adults-in-the-united-states/#footnote-122607-53>. January 21, 2015.

Moher, D., Liberati, A., Tetzlaff, J., and Altman, D.G., (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA statement. Retrieved from: [PLOS Med 6\(6\): e1000097. doi:10.1371/journal.pmed1000097](https://doi.org/10.1371/journal.pmed1000097). January 23, 2015.

Neuendorf, K. (2003). *The Content Analysis Guidebook*. Sage Publications: Thousand Oaks.

Methods

Sample

- Four websites were chosen based upon their popularity on amazon.com:
 - Seventeen.com
 - Girlslife.com
 - Teenvogue.com
 - Discoverygirls.com

Data Collection:

- A modified use of PRISMA guidelines were used to extract data (Moher, et al., 2009).
- The keyword “sex” was used in the search engine on each magazine site
- Two researchers examined each link to determine if the links met the following subject inclusion criteria:
 - Sexual health/STIs
 - Sexual/romantic relationships
 - Sexual behaviors

| Web site | Number of “Hits” | Number of “Hits” meeting Inclusion Criteria |
|--------------------|------------------|---|
| Seventeen.com | 448 | 107 |
| Girlslife.com | 80 | 50 |
| Teenvogue.com | 10 | 1 |
| Discoverygirls.com | 1 | 0 |

- Percent agreement was calculated for researchers’ agreement of data that were extracted: 95%
- All text and pictures from magazine websites were downloaded for analysis.

Data Analysis:

- A descriptive content analysis was done on all content to meet Aim 1 (Neuendorf, 2002)
 - All topics of articles on web pages were coded
 - Major themes were identified based on grouping of topics
- Future Analyses will focus on content analyzing:
 - Aims 2 – 6
 - Sexual Assault articles

Preliminary Findings

Aim #1: The Major Themes of Sexual Health Information Presented

| Major Themes Identified | Topics under Each Theme from Data |
|--------------------------------|--|
| Sexual myths | What guys really think about sex Masturbation Different ways to get pregnant First sexual encounters – when most girls have them Sex naturally follows falling in love Guys will break up with women if they don’t have sex with them Having sex is part of growing up and is necessary to become a woman Normal amount to think about sex Virginity/delaying sexual intercourse Obesity – harder to get pregnant |
| Communication with parents | Initiating sexual intercourse Discussion birth control Discussing condoms Communicating with parents who refuse to communicate about sexual matters Communicating that you know about sex Telling parents about having an STD Telling parents about being pregnant Purity balls/pledges with parents |
| Relationships with guys | Talking about/initiating sex/relationship moving too slow Initiating a relationship Not ready for sex/saying no to sex Communicating with partner in general Communicating needs in a relationship Electronic communication Just being a friend with no romantic expectations How to tell he wants to have a relationship Dating in secret Age differences in relationships What to do if a guy is using you Mixed messages (friend or romantic partner) Asking guys out Long distance dating Cheating/extra-dyadic relationships Hooking up/casual sex |
| Sexual pressure/violence | How to communicate with sexual partners regarding sexual pressure What to do if the pressure persists Sending sexual pictures Maintaining virginity Different lines guys may use to not use condoms/have sex Bad reputation/rumors around sexual relationships |
| Gynecologic/Physiologic Health | What is an orgasm Pain during intercourse Shaving pubic hair Vaginal discharge/odor Sex during menstruation What do lumps/bumps mean Normal anatomy Bleeding after sex What to do if you think you are pregnant How did I get pregnant Resources for pregnant teens Urinary tract infections Overweight/obesity and gynecological issues Pregnancy rates in US |
| STDs/Sexual Risk | Signs/symptoms Various STDs How to get tested for STDs Sex and alcohol How STDs are transmitted STD rates in US |
| Condoms | How to use condoms Expectations around condoms Carrying condoms Trouble shooting common issues in using condoms |
| Contraception | Best time to have sex during menstrual cycle (rhythm method) Condoms as contraception or use in conjunction with contraception (dual method) Emergency contraception Withdrawal as a form on contraception Abortion Safety of various contraceptive methods |